

CASE STUDY

User Experience Research and Design
Mobile Ad Preview Product

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Synopsis

PointRoll Inc Creative Services department was faced with a problem of not being able to test and demo mobile inapp ads in an efficient manner. It sometimes would take weeks, depending on the publishers we were working with, to publish our ads to an area where no one could see them and gave our designers an hour or so to check and make sure all the interactions were working properly. This could sometimes take up to a month to get it right, not to mention causing strain with our customers.

Solution

The solution was to provide a way for our designers to test and “simulate” the inapp experience of our ads within minutes after the ads have been designed. We were solving for time on task, customer satisfaction and maintain a new marketing solution in which our sales reps could get behind. Plus the app needed to seamlessly integrate with our Enterprise Software, ONPOINT.

User Experience Process

Since Pointroll is a ‘true’ Agile shop, I knew we had to streamline some of the process to fit within the needs of our clients (Product Managers, Creative Services and actual external customers). The following UX Techniques, Analysis, Concepts and documentation have made this Mobile Ad Preview test harness a true success...

Feature Collaborative Chartering Meeting

I facilitated a collaborative meeting with Subject Matter Experts, Dev Managers, Product Managers, Scrum master and Business Analyst to help kickoff the project. It’s a great way for everyone to get on the same page and have a say in timing, what are strengths and weaknesses are, who (dev team) will be working on the project and challenges/unknowns defined.

- See example of this [Collaborative Charter](#)

Ideation Workshop

“Sketching for understanding” is an efficient and effective way to gather tons of ideas in a short period of time while cultivating shared understanding across agile teams. With the right structure and active participation, sketching for SCRUM teams can really pay dividends throughout the release life cycle. I facilitated a structured sketch workshop to begin collaborating ideas for finding themes and categories of different approaches to the design.

- See example of this [Ideation Workshop](#)



Rapid Interactive Prototyping

Within a few days, I was able to develop an interactive prototype and make it into a web app on the iPhone to simulate exactly how it make look and interact for our internal users to test.

- See the [interactive prototype](#)

User testing and stakeholder reviews

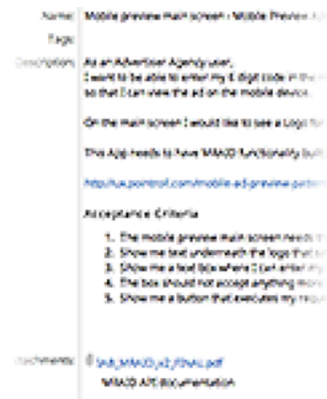
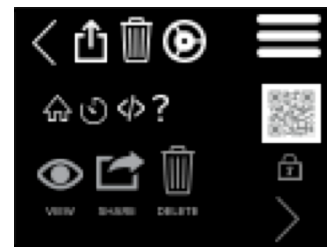
I literally got the app in the users hands to do a direct approach to testing asking questions of what they expect to see or do while interacting with the app. Once the tests were completed, we found some themes for consistency and revised the prototype and reviewed our findings with the users, development team and product management.

Develop design patterns

Once the Mobile Ad Preview app workflow and interactions were approved by all of our stakeholders, I put together a few design patterns to make sure the visual designs are adhered to when developing the inapp experience. Things like color, size, icons and transition descriptions are defined in the patterns to help developers understand all of the visuals and interaction transitions.

User stories and Acceptance Criteria

Next, I assisted the Business Analyst in writing user stories and acceptance criteria to ensure all of the interactions and experience of the app were captured for developers to start developing. We ended up developing in 2 phases to deliver a final iOS phone app. This allowed us to play a big part in how we were able to present the prototype and user stories to the development team iteratively.



Grooming or Pre-Planning User Stories

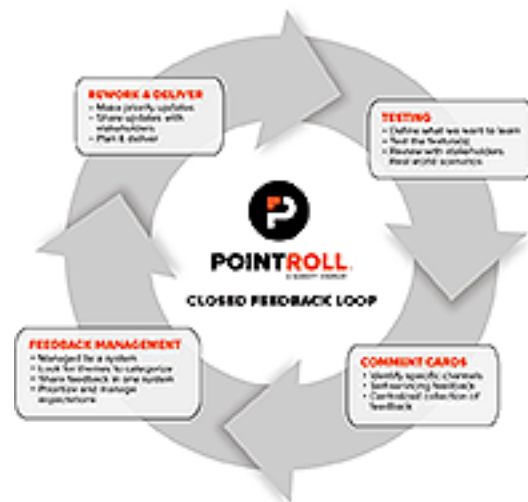
I facilitate 2 grooming sessions or pre-planning meetings per iteration to get an idea of the amount of effort it will take to complete the development of the feature. We use the Fibonacci point scale to determine the amount of work or degree of difficulty to develop the interactions for the feature and usually go through a series of negotiating or discussion of best way to approach development for the intended experience.

Sprint collaboration and communication

I communicate through the development life cycle of each sprint to make sure there are no misunderstandings. I also collaborate with the development team when things come up as the team is developing. The team may find different or possibly better ways to approach the developing of the feature while still adhering to the UX design principles in the prototype.

Customer Feedback Loop

It's very important to collect live feedback from our users in a constructive manageable manner in order to find themes and categories to address concerns. Being able to manage this feedback in a system will allow us to make better informed decisions about issues to address, possible new features, and keeping our customers (Product Management, SMEs and users) informed and engaged in the feedback loop. This is called a "Closed Feedback Loop".



Conclusion

This process can be repeated each Agile Sprint with a few minor changes. We may not need to do another Collaborative Charter or an Ideation Workshop unless it is a new feature or bigger than expected. Then, I would conduct user interviews to understand what the user's expectations are for the next topic we need to find answers for. Rinse and repeat for the steps of prototyping, stakeholder reviews, user story writing and grooming stories with development teams.

This is the approach of the Agile UX Designer. A practice I have been instituting across all teams within the POINTROLL Agile Development Lifecycle. The practice is completely flexible and can fit into any work environment. The process is relatively easy to follow and very collaborative in nature that allows your teams to get on the same page and feel like they are contributing to the process, not just taking orders!